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Paper #2

Everyone has a particular celebrity that they adore or that interest them more than any other person. Imagine if that person was featured in an advertisement or commercial and promoted a product or service that was relevant to you. You would most likely be interested in what they have to say about the product and you may even want to buy it, even if you have never heard of the brand or service. Celebrities have not always been used for promotion of goods and services, but since they have, it has shown an increase in sales for companies.

The most effective way for a celebrity to promote a product or good is if it is relatable for them. In other words, would the celebrity be plausible to use the product in their life. For example, it wouldn’t make much sense if Kobe Bryant, a professional basketball player, was seen on television promoting new soccer cleats. People would feel that he is not credible enough to support gear for a completely different sport that they know he is most likely not very good at. Also the consumer would assume that Kobe does not own or wear the soccer cleats seeing that he is not associated This would not get the audience’s attention very well. In comparison, if you had Tiger Woods promoting a new line of golf balls it would make a lot more sense seeing that he is a professional golfer and the consumer would think that Tiger uses the golf balls himself, making the consumer want to use the same golf balls as Tiger Woods and encourage them to improve their game.

Another way that a celebrity can influence the consumer is by the affinity that the consumer has for the celebrity. Getting a well-known, broad and appealing celebrity is important. Consumers may have an attitude towards certain celebrities. For example, take a celebrity who is known for beauty and lusciousness like Jennifer Aniston. If she was promoting a certain shampoo that makes her hair get the way it is, people watching may think “well if it works for her then I don’t see why it wouldn’t work for me”. Which then makes the consumer to believe that if they order the product their appearance will become similar to the celebrity endorser’s.

Local celebrities can instantly give credibility to a small company for an advertisement or commercial. For instance, if Henrik Zetterberg, captain of the Detroit Red Wings hockey team were to support a specific sports drink, whether it be a big or small brand, just the use of such a big celebrity name would increase the consumer’s chances of buying the drink. The chances of buying the drink would be much higher in the Detroit area and the state of Michigan in general. This strategy of using local celebrities has been very effective for small companies and getting a small population’s attention for their business.

Another great use of celebrities in advertising, whether the celebrity be local or not, is that they build awareness for companies. By this I mean they are making an image for the company and getting their name out there for consumers to become familiar with their name brand and what they have to offer. This method of advertising has been more successful than any other traditional marketing strategy. Many companies spend lots of money to get their name out there to build consumer awareness and increase the percentage of the population who know of their company. Celebrities have the ability to persuade many consumers towards a company by simply using or talking about their product. This is very useful for smaller businesses and lets the consumer know how much they actually have to offer.

In addition, celebrities can be used to position a product or service properly. If a company has a target audience for a certain age range of people, they will most likely get a celebrity who fits those standards and will be known by the people of that age with a good image. To demonstrate, if a small retirement company was looking to target an audience for ages 50 and over, they may use a retired, but well-respected person who is very liked by people to promote them. Someone good for this position would be Morgan Freeman or John Stamos, both great people who are well known and credible for the targeted audience to trust.

Moreover, celebrities can attract new users to small companies. Just their appeal can attract new consumers to try the brand. Although celebrities may attract users from competing brands, at least they getting new consumers to try the brand. In this case, continuously seeing the celebrity endorser lets the consumer know the brand is safe and credible, and also may attract new customers who are convinced to try the product.

Another use for celebrity endorsement is to bring a company or brand back to life. If a small company is failing to produce their product and make a profit on top of all of the costs, they may consider losing or getting rid of the brand due to lack of interested people or sales. Bringing in a celebrity to promote a brand can attract new interest from consumers and possibly shine some life onto the brand to stay alive. Many small businesses have resorted to this strategy and it is becoming more widespread as a starting strategy to ensure good sales from the start.

From a personal perspective, celebrity endorsement is a great way to get a brand or company name out to the world. Having well known people talk about your product is a great feeling as a business owner and it is also an amazing way to increase your audience and sales. This strategy offers an extensive range of benefits, whether you just want people to hear the name of your brand and link it with an appealing and very famous person, or if you are going out of business and need a way to save your brand, so you get someone who is very likeable to try and convince new or competitive using customers to try your brand. Also with this strategy, everyone is benefitting. The celebrity is getting paid, the company brand name is getting publicity exposure, and in most cases the rate of production and sales will go up as long as the celebrity being used is relevant to the product and target audience if there is one.